

Blake Ruprecht

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SUMMARY

Writer, explainer, and AI educator with a Master's in Computer Science and a knack for making complicated things make sense. I've taught researchers about machine learning, helped small business owners adopt AI tools without losing their minds, and written dozens of blog posts, newsletters, and guides that clear the fog around emerging tech. I focus on making AI understandable, trustworthy, and useful to real people.

EXPERIENCE

Digital Marketing Specialist

2024-2025

Labyrinth Digital

Denver, CO

- Advised small business clients on AI-enabled ecommerce and marketing automation tools
- Wrote 30+ newsletters and ad campaigns designed to sound like humans, not robots
- Created accessible product analytics insights that empowered clients to make data-driven decisions
- Explained analytics and SEO improvements in plain English, increasing client engagement
- Used prompt engineering to craft more effective marketing content with less time and stress

AI Solutions Consultant (Freelance)

2023-Present

Self-employed

Denver, CO

- Advised non-technical pros on how to use LLMs and other AI tools effectively and responsibly
- Created 30+ educational blog posts that break down AI concepts for everyday readers
- Designed custom AI prompts and workflows that saved clients time and improved content quality

Research Assistant

2018-2023

University of Missouri - Center for Geospatial Intelligence

Columbia, MO

- Presented research weekly to government partners (including the Navy), making advanced AI methods digestible
- Delivered public talks and conference presentations that translated research into stories
- Created tutorials, guides, and slide decks to help teammates and stakeholders learn AI tools
- Focused on applied NLP and computer vision in cross-functional research environments
- Took pride in explaining complex work clearly — whether in a room full of engineers or civilians

SKILLS

Communication: Stakeholder Engagement, Teaching, Presentations, Technical Writing, Empathy

AI & Data: Python, NLP, Computer Vision, Prompt Engineering, Data Analysis & Visualization

Web: Git, Markdown, HTML, CSS, JS, Shopify, Klaviyo, Semrush, Google Analytics, SEO, SEMRush

EDUCATION

M.S. in Computer Science - *University of Missouri*, GPA: 3.9

2019-2023

B.S. in Mechanical Engineering - *University of Missouri*, GPA: 3.9

2015-2019